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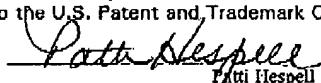
OCT 04 2004

## CERTIFICATE OF TRANSMISSION (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted by facsimile to the U.S. Patent and Trademark Office.

Date: 10/4/04



Patti Hespell

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/068,771	FILING DATE 05 FEB 2002	FIRST NAMED INVENTOR CHARLES A.ELDERING	ATTY. DKT. NO. T742-10
ARTICLE Targeted Advertising in On Demand Programming	ART. UNIT 2611	EXAMINER Huynh, Son P	

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Amendment

This Amendment is in response to the Advisory Action mailed September 10, 2004.  
Please enter the following amendments and consider the following remarks.

Amendment

-1-

(10/068,771)